

Press Release

BRAZILIAN CARRIER GOL LINHAS AEREAS SELECTS ABC INTERNATIONAL FOR CABIN BRANDING ELEMENTS ON ITS B737 FLEET.

Naples (Italy), February, 28th 2019. ABC INTERNATIONAL has just landed to South America again: after LATAM A350XWB program, ABC INTERNATIONAL is pleased to announce new Cabin Branding project with GOL LINHAS AEREAS. Brazilian low-cost carrier selected the Italian Cabin Branding specialists for the design, manufacturing and installation approval under EASA standard of new GOL Branding Elements on board of their B737 and B737MAX fleet.

The selection of ABC Branding Elements is part of a larger cabin design modernization project that GOL LINHAS AEREAS has undergone as part of its development and growth plan.

Once again, Cabin Branding has gained a central role in the restructuring process of Airline interiors appearance, underlining the importance of a strong brand image on board.

First step of the collaboration was the definition of the Branding Elements design: GOL was focusing in widening the brand image on board and highlighting to customers' eyes the new Wi-Fi connectivity in the cabin.

ABC INTERNATIONAL developed a concept design with a milled aluminum branding logo to recall corporate image, together with a special resin script to inform passengers about new connectivity service available on-board.

"GOL is an high demanding and meticulous customer, but thanks to their continuous and prompt support and, above all, their friendly approach, we felt comfortable to work with them since the beginning, avoiding any problem and delay" declared Mr. Alberto D'Ambrosio, CEO within ABC INTERNATIONAL. *"ABC commitment has been to guarantee outstanding design, minimum weight and high durability and reliability"*, he continues. *"Furthermore, it was pretty challenging to accomplish all the certification issues for resin use on the monument; customer selected resin design solution and, also if it was a non-conventional material, we successfully achieved the certification for this new material on board"*, Mr. D'Ambrosio concludes.

ABC INTERNATIONAL designed, engineered, manufactured and certified two different types of branding elements:

1. Milled Aluminum "GOL" Logo varnished in high glossy orange and grey finishing, according to Airline corporate colours;
2. Resin script "GOL Online" with orange and blue colours.

Regarding the location, GOL LINHAS AEREAS and ABC, considering the Full Economy Configuration of its aircrafts, have agreed to install the branding elements in the front part of the aircraft to better display them to all passengers.

ABC INTERNATIONAL is delighted to have brought its cabin branding expertise to such a modern take and young appeal Airline: an excellent customer service and a full commitment in being aligned with GOL requirements has brought ABC to deliver an outstanding branding product in line with cabin environment.

About ABC INTERNATIONAL

ABC INTERNATIONAL is an EASA-DOA Company (EASA.21J.529) based in Naples, Italy. Since 2009, ABC has been a leading reality in the Cabin Branding market. During the years, thanks to its reliability, high professionalism and hard-work attitude, ABC International achieved successful results partnering with some of the most important Airlines in the industry (THY, Etihad, TAP, Air Canada, Ethiopian Airlines). These results have represented just a further motivation for ABC to grow in the right direction, looking at the future with innovation and industrial progress.

For more information, please visit <https://www.abc-int.it/>

About GOL TRANSPORTES AEREOS

GOL TRANSPORTES AEREOS is a Brazilian low-cost Airlines headquartered in Sao Paulo and based in São Paulo/Guarulhos–Governador André Franco Montoro International Airport. With a fleet of more than 100 aircrafts, GOL is the largest low-cost carrier in South America and it operates a growing domestic and international flight network. Competitive fares, reliability and exciting cabin interiors make GOL one of the most interesting carrier in the market as well as a business model for the continuous improvements and growing.

For more information, please visit <https://www.voegol.com.br/en>

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